



A STUDY ON THE CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN VANIYAMBADI TOWN

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ABSTRACT

Over the past decade, there has been a significant shift in consumer behavior, with a notable inclination towards online shopping. Despite a continued preference for traditional brick-and-mortar stores, online shopping offers unparalleled convenience by eliminating the need for in-person visits. Particularly in smaller towns in India, e-commerce has emerged as a vital avenue, granting access to quality products and services comparable to those available in larger cities. Increased internet accessibility has played a pivotal role in expanding the reach of potential customers. Individuals now possess the freedom to make well-informed decisions conveniently from their residences, allowing them to compare a variety of options and effortlessly evaluate prices in comparison to competitors' offerings. This research centers on gaining insights into consumer behavior related to online shopping, with a particular focus on Vaniyambadi town.

KEYWORDS: Consumer Behaviour, E-Commerce, Internet Shopping, Online Shopping, and Online Vendors.

INTRODUCTION

The advancement of a nation is closely tied to its economic growth, which is dependent on the success of businesses. Prosperous businesses, in turn, rely on their ability to fulfill the needs and desires of customers. Customer satisfaction can be attained through diverse factors including product accessibility, quality, brand loyalty, product appeal, competitive pricing, after-sales service and warranties. In the modern era, the emergence of the World Wide Web has streamlined the global access to products, simplifying the process and negating the requirement for unnecessary expenditures of time, money and other resources. In 1990, Tim Berners-Lee introduced the first World Wide Web server and browser, marking the commencement of commercial use in 1991. This era witnessed notable technological strides, including the advent of online banking and Pizza Hut's initiation of an online pizza shop in 1994. The online shopping landscape evolved with Amazon.com launching its e-commerce platform in 1995, followed by the introduction of eBay in 1996. Subsequently, numerous online sellers entered the market, each contributing to the growing phenomenon of internet shopping.

Internet shopping presents distinct advantages, notably by alleviating the need to visit physical stores. It is a process through which consumers can purchase products and services directly from vendors over the internet, without intermediary services. This method offers the flexibility to buy products from any category, at any time, providing consumers with a 24/7 shopping experience. Online shopping not only saves time, money and energy but also addresses the challenges faced by individuals with hectic schedules, who find it challenging to

shop offline. The significance of this study lies in its potential to assist online sellers in enhancing their services. By focusing on improving service quality, ensuring secure product delivery and adapting to evolving consumer needs, online vendors can elevate their offerings. Furthermore, the study aims to help online vendors attract and retain online shoppers while identifying opportunities to engage new consumers in the evolving landscape of e-commerce.

IMPORTANCE OF ONLINE SHOPPING

- It provides a remarkably convenient service to its customer base.
- Substantial time savings are a significant benefit for both buyers and sellers, reducing inquiries about product availability, specifications, operating hours and any other information easily accessible on company and product pages.
- Enabling transactions across towns, states and even international borders, it eliminates geographical constraints for buying and selling products.

REVIEW OF LITERATURE

Meharaj Banu A, Usha Rani M, Malini R, Idhayajothi R and Pavithra G (2014) conducted a study on how the socio demographic affects the consumers buying behaviour towards online shopping in Tiruchirapalli district. This study focuses on discovering the factors which affect the purchase intention of customers through online. They concluded that the majority of the customers consider time of delivery, proper product description, and security as the significant factors at the time of online shopping. The researcher also suggests that convenience,

attraction, reliability and reputation of the company have the influencing factors of customers' purchase intention towards online shopping.

Bhumika Pahwa (2015) in her study "A review of consumer online buying behaviour" has resolved various reviews related to consumer online buying behaviour. Based on the literature reviews, a number of the studies on consumer buying behaviour have been presented and also used in practice by using various statistical tools but data mining is not used for consumer buying behaviour. In data mining, patterns are automatically derived from the data. The researcher also analysed that study on consumer buying behaviour is not specifically towards the fashion and personal care industry. This study suggests e-commerce and m-commerce using data mining techniques.

Tamilarasi. S and Angayarkanni. R (2016), in their study on "Customer's E – Shopping Behaviour and Satisfaction: Special Reference to Working Women in Chennai" have found online shopping has become a popular shopping method ever since the internet has declared a takeover. There are many individuals that are looking for other amazing alternatives shopping and online shipping is just the fix for that. Many working women around the world prefer to shop online and buy products from several brands and companies that they cannot find or are not available for purchase in their home countries. Nowadays, and with the help of the new technology and the support of the internet, people from all around the world started to purchase items online by simply sitting in their homes. The study concluded that e shopping provides a very comfortable service by being able to save the item in the personal shopping bag, and buy it later on. E-Shopping can become imperative tools for improving business and ensuring customers to be happy and loyal.

Santhi Venkatakrishnan and Nanda Gopal. L (2018), in their study on "The Consumer Behaviour towards Online Shopping in Coimbatore city-An Exploratory study" have examined that the online shopping is becoming more popular day by day with the increase in the usage of internet. Understanding customer's needs and desires for online buying, the selling has become challenging task for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive advantage over the others. It is mainly focused on the classification of online shoppers in terms of demography, the factors which influence consumers to shop online and to see what factors are most attractive for online shoppers.

Renuka Sharma, Kiran Mehta and Shashank Sharma in their study on "Understanding online shopping behaviour of Indian shoppers" have commented that most of the people are using online stores for shopping. Many customers are shown interest in searching a product's information and having an experience of more than five years. Nowadays customers prefer to purchase books online. Finally, by improving the after sale services, securities of the online payments, speed in delivery

of goods purchased and improving the packaging of the goods can further increase the interest of shoppers for e-tailing rather than visiting a retail store. The customers will continue their shopping through web stores and they love to compare the various features of the selected products with the competitor product. The e-stores are frequently visited by the shoppers.

OBJECTIVES OF THE STUDY

- To know the socio-demographic profile of the consumers.
- To study the reasons for purchasing through online mode.
- To know the factors influencing consumers to purchase through online shopping.
- To know the sources of online shopping information.

RESEARCH METHODOLOGY

The present study is based on primary as well as secondary data. A well-structured questionnaire was framed and circulated for the purpose of collecting primary data from the respondents. The secondary data were obtained from articles, books, e-journals and websites.

LIMITATIONS OF THE STUDY

- The study was limited to consumers in Vaniyambadi town only.
- The number of respondents is 100 only.
- Six reasons only considered for this study to know
- Six factors only taken to identify the factors influencing consumer to purchase products through online..
- Five sources only taken to identify the sources of online shopping information.

ANALYSIS AND INTERPRETATION

The analyzed data is presented in the form of reasons for purchasing through online mode. The following table consists of socio demographic profile of the respondents, reasons for purchasing through online mode, understanding the online buying behaviour of consumers and sources of online shopping information.

1. Socio-Demographic Profile of the Respondents

The respondents' socio-demographic profiles were examined and the findings are presented in the table below.

Particulars		Frequency	Percentage
Gender	Male	48	48
	Female	52	52
	Total	100	100
Age	Below 20 years	08	08
	20– 40 years	52	52
	40 – 60years	31	31
	Above 60 years	09	09
	Total	100	100
Marital Status	Married	35	35
	Unmarried	65	65
	Total	100	100

Qualification	Upto School Level	03	03
	Graduate	35	35
	Post Graduate	27	27
	Professional Course	11	11
	Others	24	24
	Total	100	100
Occupation	In Job	42	42
	House Wife	28	28
	Others	30	30
	Total	100	100
Number of Members in family	Below 3	10	10
	3 to 6	70	70
	Above 6	20	20
	Total	100	100
Family Income	Less than Rs.20,000	17	17
	Rs.20,001 to Rs.40,000	31	31
	Rs.40,001 to Rs.60,000	33	33
	Rs.60,001 and Above	19	19
	Total	100	100

TABLE 1

Socio-Demographic Profile of the Respondents

The above table 1, showed the socio demographic profile of the respondents like gender, age, marital status, qualification, occupation, number of members in family and family income. 52 percentage of the respondents were female, 52 percentage of the respondents were belonging to the age group of 20 to 40 years old, 65 percentage of the respondents were unmarried, 35 percentage of the respondents are graduate, 42 percentage of the respondents are in job, 70 percentage of the respondents having 3 to 6 members in their family and 33 percentage of the respondent's family income was between Rs.40,001 and Rs.60,000.

2. Reasons for Purchasing through Online Mode

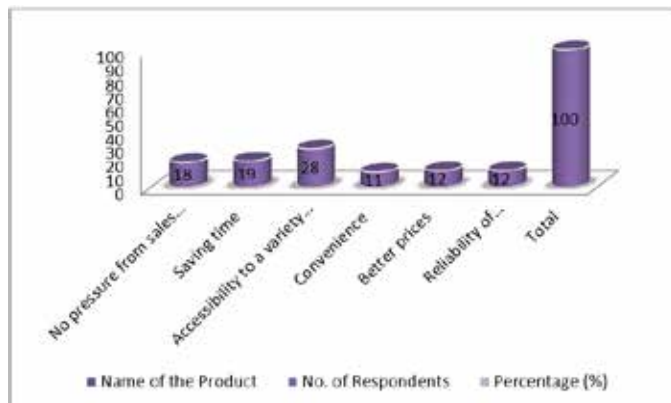


FIGURE 1

From the above figure 1, it is clearly identified that out of the 100 respondents, 28 percentage of the respondents are purchasing the products through online mode due to the reason

accessibility to a variety of product information and the least 11 percentage of the respondents are purchased due to the reason convenience.

3. The Factors Influencing Consumers to Purchase through Online Shopping

In this study, factors influencing the consumers to purchase through online shopping explained by the following six mentioned components namely consumer attitude, convenience, easy accessibility, flexibility, information about the products and online payment method.

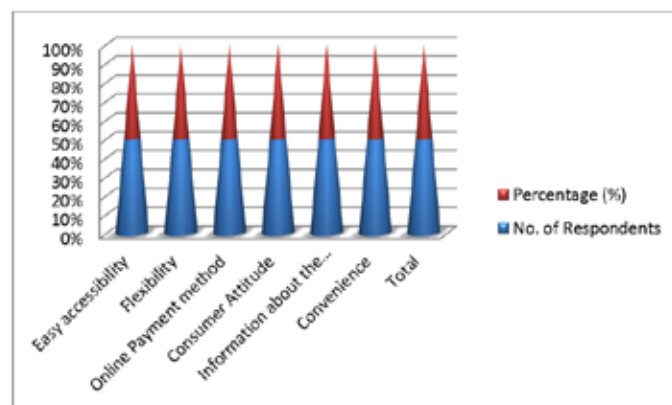


FIGURE 2

Factors Influencing Consumers to Purchase through Online Shopping

From the above figure 2, it is clearly mentioned that 26 percentage of the respondents are influenced by convenience factor and only 12 percentage of the respondents are influenced by online payment method.

4. To Know the Sources of Online Shopping Information

To know the sources of online shopping information, the researcher taken below mentioned five sources namely friends, relatives, website advertisement, television advertisement and others

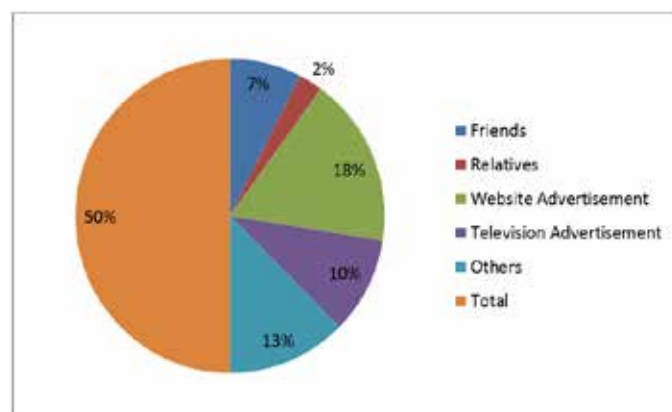


FIGURE 3

From the above figure 3, it is clearly observed that 35 percentage of the respondents are know the sources of online shopping information through website advertisement and the least 05 percentage of the respondents know through their relatives.

CONCLUSION

The buying behaviour of consumers in online shopping varies among individuals, influenced by their exposure and experiences with online retail. This study reveals that most of the respondents aged between 20 to 40 years old consumers are attached to online shopping. This study identified that 26 percentage of the respondents highly influenced by convenience for the purchase of the products in online shopping. The study also found that 35 percentage of the respondents are know the sources of online shopping information through website advertisement. Comprehending the behaviors of online shoppers empowers e-retailers to formulate effective marketing strategies, facilitating the attraction and conversion of potential customers into active patrons.

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